

# Atalay Atasu

Professor of Technology and Operations Management

The Bianca and James Pitt Chair in Environmental Sustainability

- Biography

Email: [atalay.atasu@insead.edu](mailto:atalay.atasu@insead.edu)

Campus: Fontainebleau

## Research Areas

Sustainable Operations Management, Circular Economy, Extended Producer Responsibility

## Teaching Areas

Operational Excellence, Supply Chain Management, Sustainability, Responsible Operations, Responsible Enterprise

## Biography

Dr. Atalay Atasu's research focus is on socially and environmentally responsible operations management, with topics of interest including the circular economy, extended producer responsibility, and environmental regulation. His research appeared in *Management Science*, *Manufacturing and Service Operations Management*, *Production and Operations Management*, *Journal of Industrial Ecology*, *Harvard Business Review* and *California Management Review*. He received a number of awards, including the Wickham Skinner Best Paper Award (winner 2007, runner up 2014), Wickham Skinner Early Career Research Award (2012), and Paul Kleindorfer Award in Sustainability (2013). He serves as Editor for the POM Sustainable Operations Department, and as associate editor for *MSOM*.

Atalay Atasu is and is co-directing the new [INSEAD Business Sustainability Programme](#) at INSEAD.